



**Yellow Pages (Singapore) Limited**

Company Registration Number: 200304719G

**NEWS RELEASE**

**YELLOW PAGES (SINGAPORE) LIMITED TO LAUNCH ROBB REPORT IN FIVE COUNTRIES**

*Singapore, August 21, 2008* - Yellow Pages (Singapore) Limited ("Yellow Pages") has on August 20, 2008 signed a license agreement with US-based CurtCo Robb Media, LLC to publish *Robb Report* in five countries in Southeast Asia.

The agreement will see *Robb Report* published in Singapore, Malaysia, Indonesia, Philippines and Brunei.

Now in its 32nd year, *Robb Report* is the international authority on the luxury lifestyle. Each month, the magazine reports on issues and trends affecting the affluent market, with coverage of exclusive events and features on exceptional automobiles, motorcycles, aircraft, art, jewellery, watches, fashion, travel, homes, wines, spirits and cigars. Special editions such as *Car of the Year*, *The Best of the Best*, and *The Ultimate Gift Guide* garner tremendous interest from readers and are often covered in the consumer press.

"We are delighted to have CurtCo Robb Media as a partner. *Robb Report* defines global luxury lifestyle trends, and arrives at an opportune time in this region when growing affluence is becoming increasingly evident," said Yellow Pages Singapore's CEO Danny Chow.

*Robb Report Singapore* is expected to be launched by the end of 2008.

“This expansion furthers our ability to deliver the wealthiest readers in this region of the world to our marketing partners,” said CurtCo Media Senior Vice President and Group Publisher David Arnold.

“Because luxury goods and services businesses need to reach these high net worth homes, *Robb Report’s* efficiency in delivering this otherwise difficult-to-reach audience attests to the unique position that we maintain. We look forward to extending the global reach of our brand.”

Local editions of *Robb Report* have recently been launched in China, Russia and Turkey. Last year, The Robb Report Global Luxury Index was launched, tracking the market performance of a representative group of public companies that are listed on public exchanges all over the world that specialise in global luxury goods and services.

*Robb Report* will appeal to the growing group of discerning high net worth and ultra high net worth individuals who are making their presence felt in this region. Many of them would be familiar with the *Robb Report* brand, which has helped to define the luxury market for over three decades.

The number of high net worth individuals grew globally by 6% in 2007 to 10.1 million, while the ultra high net worth individuals increased by 9.9%, according to the 12<sup>th</sup> World Wealth Report (2008) released by Merrill Lynch and Capgemini. The average assets held by high net worth individuals exceeded US\$4 million.

With its recent acquisition of Global Magazines, which publishes *WEALTH*, Yellow Pages Singapore has intentions to further develop its portfolio of magazines. With *Robb Report* on board, Yellow Pages Singapore will establish its presence in the regional magazine industry.

This is not expected to have any material impact on the net tangible assets or earnings per share of Yellow Pages (Singapore) Limited for the financial year ended March 31, 2009.

### **About Yellow Pages (Singapore) Limited**

Established in 1967, Yellow Pages (Singapore) Limited is the largest publisher of telephone directories and provider of classified directory advertising and associated products and services in Singapore.

The Group maintains, develops and updates extensive classified databases of information on businesses, the core of which are small and medium sized enterprises in Singapore. The Group was listed on SGX-ST on December 9, 2004. For further information, please visit [www.yps.com.sg](http://www.yps.com.sg).

### **About *Robb Report***

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### **About CurtCo Media**

CurtCo Media serves the ultra-luxury markets with a powerful network of leading lifestyle publications, including the world's most acclaimed journal of connoisseurship, *Robb Report*, as well as *Showboats International*, *The Robb Report Collection*, *Art & Antiques*, *Robb Report Vacation Homes*, *San Diego Magazine*, *Gulfshore Life* and *Sarasota Magazines*. For more information on CurtCo Media, go to [www.curtco.com](http://www.curtco.com).

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